

EMPLOYER BRAND CONTENT IDEATION CARDS



AUDIENCE. Who are you talking to & why?

BUILD YOUR TALENT



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STORY. What's the message you're conveying?

BUILD YOUR TALENT



STORY. What's the message you're conveying?

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SOURCE. Who's telling the story?

BUILD YOUR TALENT



SOURCE. Who's telling the story?

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SOURCE. Who's telling the story?

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SOURCE. Who's telling the story?

BUILD YOUR TALENT



FORMAT. Text, video, audio, games, etc

BUILD YOUR TALENT



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BUILD YOUR TALENT



ENGAGEMENT . Short, Long-form, Live

BUILD YOUR TALENT



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CONTENT IDEA.

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EXAMPLE

AUDIENCE. Who are you talking to & why?

- UX Designer
- Experienced
- Not brand-aware
- Not actively job seeking
- Higher purpose is important

BUILD YOUR TALENT



STORY. What's the message you're conveying?

We show that we care and we're passionate about the communities we serve. We pool our resources to help greater causes in our spare time.

BUILD YOUR TALENT



SOURCE. Who's telling the story?

Colleague in the digital team
(employee generated content)

BUILD YOUR TALENT



FORMAT. Text, video, audio, games, etc

Text

BUILD YOUR TALENT



ENGAGEMENT. Short, Long-form, Live

Short form

BUILD YOUR TALENT



CONTENT IDEA.

An employee blog post focusing on how the colleague has used their skills in their free time to help local communities.

BUILD YOUR TALENT

